Position Description

Position title	**CX Design Lead**
Unit/Group	Insights & Innovation Centre of Excellence/ Community Experience
Work level	4
Position reporting to	CX Design Lead
Employment Type	Full time; 2-year contract

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Vision, mission and values		Beyond Blue's vision is that all people in Australia achieve their best possible mental health. Our mission is to work with the community to improve mental health and prevent suicide. We aim to achieve this by: 1. Promoting mental health and wellbeing 2. Being a trusted source of information, advice and support 3. Working together to prevent suicide Beyond Blue's values are **Collaboration, Respect, Enthusiasm, Excellence, Innovation,** and **Integrity.**
Position purpose		Community is at the heart of everything we do. Our success is dependent on our deep commitment to actively listen to, understand, partner with and respond to community experience and needs. That is why as we deliver our Beyond 2020 Strategy, we are taking some important steps towards becoming an even more community centric organisation. The Community Experience Team has an exciting newly created role for a CX Design Lead who will work collaboratively across the organisation, under the direction of the Head of Community Experience. The purpose of the role is about leading the development and implementation of the Beyond Blue's CX strategy, toolkit and roadmap. The delivery of the CX Strategy is critical in delivering the improvement of experiences, systems, processes, culture and capability resulting in high impact improvements to overall service delivery and customer experience for the community. This role requires a passion for identifying opportunities for improvement and innovation, applying HCD skillsets, principles and design thinking to service and product design. The role will also hold the overarching strategic view of current and future state journeys that connect our ecosystem of products and services. Additionally, our success is defined by our internal stakeholders being inspired by the activities we undertake and how we demonstrate the use CX tools and skillsets to design innovative community experiences.
	Direct Reports	1

Role dimensions		Overall team	6
		Financial Delegation	Refer to Delegated Authority policy

Key accountabilities	**Lead the development of Beyond Blue's future state CX Blueprint.**
	- Lead alongside an agency, the development of Beyond Blue's Community Experience Strategy. - Develop Beyond Blue's CX objectives, that help us understand and optimize our performance against community expectations and needs. - Support alignment of Beyond Blue's objectives and ambition to our strategic pillars. - Connect our vision and principles to practical and measurable actions for people in our organization. - Collaborate with stakeholders across the business to design pragmatic solutions that balance desirability, feasibly and viability. - Build out a cadence for CX-related education and communications within our design teams, internal partner teams and to leadership. - Operationalize our CX strategy across our internal teams, partners, and organization. **Transform Beyond Blue's CX capabilities customer understanding, governance, and journey management. Develop our customer journey mapping processes, systems, and operations for teams to work systematically around CX improvement mapping and design.** - Champion the customer experience by utilising product, channels, touchpoints, user experiences, content, technology, data, and insights to deliver journey mapping. - The ability to create clarity using visual frameworks, software, and templates for teams to use in the creation of customer journeys - Assist prioritisation and play an orchestrating role in the build-out of journeys from discovery, through concept to delivery, aligning our lines of business and teams to ensure consistency of communication, content, design, and experience. - Assemble relevant customer personas, insights and data and facilitate interviews, workshops, and design sessions to enable empathy-based journey mapping, identifying need-states, contexts, and opportunities to influence, change behaviours and beliefs. - Creating research briefs and facilitating customer immersion workshops that will inform scope/definition of customer problem statements and input into service design projects. - Facilitating and overseeing end to end design sprints and co-design sessions to rapidly ideate new and improved customer experiences as Beyond Blue builds out its future state product and service ecosystem. - Advocating and influencing stakeholders to ensure engagement and alignment while delivering customer centric solutions. - Using CX and UX design methodologies and tools, including design research and prototyping to create new and improved customer experiences. **Partner closely on CX improvement, measurement, evaluation, and monitoring programs with our partner teams.**

		- Work alongside different teams across the organisation to develop a CX Improvement program alongside our CX Improvement Specialist who will be responsible for the day-to-day management. - Support to define desirability, feasibility, and viability of different opportunity areas, based on design research, existing data and business objectives. - Working alongside our CX Improvement Specialist, define where to deep dive into our services, to build out a pipeline of tactical and strategic design initiatives. - Through a CX improvement program, support to deepen engagement with our service users by improving their overarching journey and experience at each touchpoint.
Key behaviours		- We are community centric and focus on solving problems, listening and adjusting plans to deliver better outcomes for the community - We create a sense of fun and light-heartedness, and channel our energy and enthusiasm into meaningful work - We create clarity and ensure our actions align to our strategy, so we can prioritise our finite resources - We collaborate to provide solutions and options for feedback - We actively listen, and communicate openly and transparently - We build relationships internally and partner with the whole organisation on shared goals, problems, and solutions - We build relationships externally and partner with key external stakeholders for the benefit of the community - We adapt, flex and take an agile approach to plans to meet community need.

Qualifications and key selection criteria	**Education & Qualifications** - Relevant experience or qualifications in CX Design/Service Design, Digital, Behavioural or Social Sciences, Community Development, Health or another relevant field. **Knowledge, Skills & Experience** 7+ years of professional experience in a design agency or equivalent position. - In-depth knowledge and experience within a relevant strategic design discipline (e.g., Service Design, Systems Design, Business Design, Industrial Design, Graphic Design, Interaction Design) - Demonstrated experience managing and delivering CX projects, preferably with exposure to innovation projects, and/or utilising agile methodology. - Proven ability to work with a high level of ambiguity and in complex environments. - Ability to think creatively and develop new and innovative ways of approaching problems/opportunities and engaging with various audiences. - Proven ability to work with clients and/or stakeholders and to leverage human-centred methods such as empathy, systems-thinking, and inquiry to understand their needs and wants.

| | | Superior stakeholder engagement skills with the proven capability to build and maintain productive working relationships across a range of stakeholders and disciplines, collaborating at all levels. Proven ability and willingness to support, guide and provide advice to others, relating to CX and design methods and new ways of working. Knowledge of/or the ability to rapidly acquire an understanding of the Mental Health sector. Demonstrated ability to support the design, development, and implementation of latest programs/ projects. Demonstrated ability to work as part of a high-performing, self-organising team. Demonstrated ability to work autonomously with limited guidance. Highly developed written and oral communication skills. Excellent time management and prioritisation skills and an ability to meet tight deadlines. Advanced computer/software skills in Word, Excel, PowerPoint, Miro, Slack, Jira and Confluence or similar. Adobe suite or other design tools desirable. |

Organisational Core Capabilities:

	Community Voice	Capture community insights, ensure community insights inform our work
	Community Awareness and System Change	Shift to a community centric way of operating with the community and the need for system change informing how we work
	Digital Capability Big Blue Door delivery	Increase our impact and reach across the community and better understand and respond to community need and deliver personalised support informed by community insights and data
	Agile Leadership	Respond in a shorter period of time and to enable more flexible and adaptable utilisation of resources across the organisation. It also enables us to embed our Ways of Working culture
	Sustainable & diverse funding sources and supporting social impact	Develop and sustainable and diverse funding base, that strengthens our culture of philanthropy. We will invest and spend wisely and plan for the longer term
	Best Governance and demonstrating impact	Balances stability and strong oversight with dynamic decision-making processes that support responsive ways of working. We will measure our success – and our learnings – and share our insights with donors, philanthropists and government supporters
	Partner strategically for maximum impact	Work with the community, education, business, philanthropy and across government. Our engagement with partners will be purposeful, inclusive, transparent and respectful.

Additional Information

Health, safety and wellbeing

Beyond Blue is committed to ensuring the physical and psychological health and safety of all employees, contractors and other people involved in our business activities. Our people are expected to comply with our Health, Safety and Wellbeing policy

Pre-existing injury

The person appointed to this position will be required to disclose any pre-existing injuries or disease that might be affected by employment in this position. This will assist the organisation in providing a safe work environment for staff.

Equal opportunity

Beyond Blue is an equal opportunity employer. All staff have a responsibility to be familiar with and adhere to the organisation's policies and procedures.

Cultural competency

Beyond Blue strives to maintain a culturally competent and inclusive workplace. All staff are expected to undergo regular cultural competence training as part of their professional development plans.

Employment is subject to:

- A current Police Record Check
- Proof of the right to work in Australia